

SCHEME AND SYLLABUSES FOR VARIOUS JOB ORIENTED COURSES
AT B.A. LEVEL

B.A. (MARKETING)

Job Oriented Courses

Scheme of Examinations

A student opting for B.A. (Marketing) will be required to study four papers in all. The papers of Hindi and English shall be compulsory and the syllabuses for the same will be the same as prescribed for other students of B.A. In addition the student is required to study the paper of Marketing in each of the six semesters. The Student will have the choice to opt either Commerce Papers or Economics papers as fourth paper in each semester. The syllabuses for economic paper shall be the same as prescribed for other students of B.A.

B.A. (MARKETING) V SEMESTER

PAPER CODE	PAPERS	NOMNCLATURE OF THE PAPERS	IA	TE
MKT-5.1	PAPER-III	MARKETING -I (ADVERTISING)	20	80

B.A. (MARKETING) VI SEMESTER

PAPER CODE	PAPERS	NOMNCLATURE OF THE PAPERS	IA	TE
MKT-6.1	PAPER-III	MARKETING -II (SALES PROMOTION)	20	80

*THE SYLLABUSES AND NOMNCLATURE OF THESE PAPERS WILL BE THE SAME AS PRESCRIBED FOR OTHER B.A. STUDENTS

B.A-III
(Fifth Semester)
PAPER CODE : MKT-5.1
Marketing -I Paper:
Advertising

Max. Marks:80

Time: 3 Hours

Internal Assessment: 20 Marks

Note: The Examiner shall set nine questions in all covering the whole syllabus. Question No.1 will be compulsory covering all the units and shall carry six small questions of three marks each. The rest of the eight questions will be set from all the four units. The examiner will set two questions from each unit out of which the candidate shall attempt one question from each unit. All questions shall carry 16 marks each.

Unit – I

Fundamentals of Advertising: Origin and Development, Definition, Importance, Role of Advertising, Nature, Objectives, Scope; Activities included and activities not included in advertising.

Unit – II

Types of Advertising: Commercial and Non-commercial advertising, primary demand and selective demand advertising, classified and display advertising, comparative advertising, co-operative advertising.

Unit – III

Social, Economic and Legal aspects: Social aspects – criticism of advertising, responsibility of advertiser, social responsibility and advertising; Economic aspects – Advertising and allocation of resources, advertising and prices.

Unit – IV

Nature and importance of sales promotion, role of sales promotion in marketing, forms of sales promotion, consumer oriented sales promotion, trade oriented sales promotion and sales force oriented sales promotion.

Suggested Readings: 1) Advertising management, Batra, Mayer Aaker, Tata McGraw- Hill

(2) Marketing Management, Philip kotler, 7th Edition, PrenticeHall

(3) Case in Advertising and Communication Management in India, Subroto Sen Gupta, IIM Ahemedabad

B. A.-III (Sixth Semester)
PAPER CODE : MKT-6.1
Marketing-II
Paper: Sales Promotion

Max. Marks: 80

Time: 3 hours

Internal Assessment: 20 Marks

Note: The Examiner shall set nine questions in all covering the whole syllabus. Question No.1 will be compulsory covering all the units and shall carry six small questions of three marks each. The rest of the eight questions will be set from all the four units. The examiner will set two questions from each unit out of which the candidate shall attempt one question from each unit. All questions shall carry 16 marks each.

Unit – I

Advertising message, preparing an effective advertising copy, Elements of print copy – Headlines, Illustration, Body copy, slogan, Logo, Seal of approval, Role of colon, Elements of broadcast copy, Copy for direct mail.

Unit – II

Many tools of sales promotion: Samples, Point of purchase displays and demonstrations, Exhibitions and Fashion shows, sales contests and games of chance and skills, lotteries, gift offers, premium and free goods, , rebates, rewards.

Unit – III

Sales Promotion Tools: Conventions, Conferences and Trade shows , e-promotional techniques – Mobile Marketing, Web Marketing

Unit – IV

Developing Sales Promotion Programs, pre-testing, implementing, evaluating the results and making necessary modifications

Suggested Readings: (1) Marketing Management, Philip kotler, 7th Edition, Prentice Hall

(2)Fundamental of Marketing, Stanton and Futrell, 7th Edition, McGraw Hill

(3) Salesmanship and Publicity, JSk Patel, Sultan Chand & Sons